

BUDGET AWARENESS CAMPAIGN - *draft schedule of events*

Important dates:

Nov. 30 – have all comments re: draft schedule returned to Rebekah

Dec. 11 – staff deadline for having specific recommendations for each policy proposal in EBR

Jan. 5 – start of legislative session

Jan. 13 – deadline for making requests for general bills/const amendments to be drafted

Jan. 18 – deadline for introduction of general bills/const amendments

Jan. XX – State of the State (Buddy? Paul?)

***Meetings in red denote suggested meetings with GHB**

Week of Nov. 30th - Dec. 4th

Gov tentatively available: morning of Dec 1, prior to 10:30 a.m. on Dec 3, morning/afternoon of Dec. 4th

Policy

The first week of Dec. will primarily consist of staff efforts to lay the groundwork for education, PERS, and agricultural proposals

***PERS Meeting:** This needs to occur prior to Dec. 9 PERS Board meeting. My suggestions include: Pat Robertson, Tate Reeves, Johnny Stringer, Dean Kirby (looks like most PERS bills go through Senate Finance), Ed LeGrand, Butch McMillan, potentially: Joseph Paul (as IHL rep-might could get Bounds to work the back angle here); Lester Herrington-board chairman: *PH, CL, LS, RS, AK, PM, GHB*

*Staff to meet/call MEC to discuss PERS and retirement age; explain the Governor's proposals to MEC. (MEC has traditionally supported increasing the retirement age as it relates to teachers – I read where Blake said they would support upping the retirement age across the board). This meeting could potentially include reps from MML and MS Association of Supervisors because of the impact PERS funding has at the city/county level: *PH, CL, LS, RS*

*Staff to meet with Nancy Loomer from the Parents Campaign. (*Does Claiborne Barksdale need to be part of this meeting?*) Topics of discussion: School district consolidation, GHB wants Nancy to serve on blue ribbon education study commission: *JF, RS, LS, CL*

*Staff to meet with Eric Clark to assess CJC efforts to cut costs: *JF, RS, LS, CL*

*Gov to meet/hold conference call with CJC presidents: JF, RS, CL, LS (I think it might be worth the Governor's time to speak with this group – emphasize how the EBR holds certain workforce programs harmless – encourage them to find more savings)

****Thought: Does staff and/or GHB need to meet with IHL presidents? If not all, then HBCU presidents and MUW president? Then they would not be able to say they have not been consulted by our office. The meetings may not be productive, however.***

*If MAS not included in PERS meeting above: Staff to meet with MS Association of Supervisors re: temporary STEP suspension (Nunelee says they privately support this – would like to have them on board.) JF, CL, LS, RS

*Staff to meet with education legislative liaisons for overview of education proposals, invitation to serve on Gov's education commission: JF, RS, LS, CL, AK, PM

*Staff to finalize list and GHB to approve education study commission members for announcing second week of December, with commission's recommendations to be finalized by end of February. Gov's vision includes: 4-6 legislators; 2 from IHL board; 2 from CJC board; 2 from MDE board; business reps; education advocates (Nancy Loomer); Burnham; Clark; and Bounds: JF, RS, LS, CL, AK, PM

*GHB Phone call with David Waide – Will defer to Patrick as to whether this is necessary. Seems like we need to address Farm Bureau concerns early in this process.

*Staff discussions with Perry Lee: PS, AK, PM, CL (Doesn't Perry Lee's district cover Simpson County – Brad White's stomping ground? Can he help us? Will defer to Patrick/Andrew/Parks)

*Staff discussions with other legislative chairmen – House forestry/ag; Senate ag? PS, AK, PM, CL

Publicity

Will need to balance budget cut message with FY 2011 EBR message, staff efforts to keep focus on "can't be business as usual"

*Roll out video message re: overall budget along with corresponding 1-pager to friends list

*Letter-to-the-editor blitz: Distribute template letters-to-the-editor to our friends via MSGOP. Letters to focus on the overall budget situation – the Governor is

forced to make cuts in FY 2010; thus, it is not possible to keep government running business as usual for FYs 2011 and 2012.

*Dec. 3 – tentative date for announcing second round of budget cuts. “The Issues” with Ronnie Crudup interview w/GHB will appear at 7 p.m.

*GHB to call into Sid’s show for discussion on FY 2010 cuts, budget forecast for FYs 2011 and 2012.

*Google ads to start this week

*Communications team to track website traffic; ongoing social media efforts (Facebook/Twitter) – this will be ongoing throughout the process

Week of December 7th-11th

Gov tentatively available noon til 5 on the 8th; 2-5 on Dec 10th; 10:30 until 5 on 11th

Policy

Second week of December will primarily be to announce education study commission, explain why PERS is a significant cost to taxpayers, build support for good government strategies

*Staff to attend PERS meeting on Dec. 9 – discussion will center around sustainability of the pension plan. Hopefully the pre-meeting with GHB will spur certain board members to action: *PH, LS, RS, CL*

*Roundtable discussion with friendly groups to enlist their support for “good government” strategies, including: NFIB, MMA, MS Center for Public Policy, MEC. **Would have a better impact if this was a meeting with GHB.** Potential results: Press conference week of Dec. 14th with these groups coming out in favor of the Governor’s general proposals/calling on legislators to come up with alternatives: *Budget/policy staff*

**On this meeting – for a broader group, could include any trade orgs touched by our EBR: MS Restaurant Association, Bankers Association, Realtors, etc. Need to include Health Exchange as part of this conversation if these groups are included.

Conference call with GHB and GOP county chairmen, Republican Women, others set up by MSGOP. Gov could discuss budget, good government strategies, the fact that local participation by GOP members will be critical: *Budget/policy staff

*Determine if we need a separate meeting or follow up call with Bankers Association (re: Banking and Consumer Finance merger w/SOS): *PS, CL, LS*

Publicity

Dual focus of education and PERS; potentially “good government”

*First part of week: Release video (re: IHL mergers) along with corresponding 1-pager to friends list. Draft letter to the editors for distribution to MSGOP.

*Letter-to-the-editor blitz: Distribute template letters-to-the-editor to our friends via MSGOP. Focus: enhancing educational opportunities

*Midweek: Press conference to announce newly-formed Education Study Commission; release video re: school district consolidation along with corresponding 1-pager to friends list. Distribute letters-to-the-editor.

*Gov in-studio w/Gallo or Sid to talk about education and budget issues

*Governor already has a scheduled press conference Dec. 10th re: DPS driver's license renewal kiosk. Can we make this part of a broader, “good government” message? Run government more efficiently, save money, improve customer service

*Latter part of week: Release video re: PERS along with corresponding 1-pager to friends list. Also, distribute draft letters to the editor.

Week December 14th-18th

Gov tentatively available: 3:30-4:30 on Dec. 15; 3-5 Dec. 16-18

Policy

Primary focus on healthcare related issues (Health insurance exchange; Medicaid; DMH)

*Medicaid: Set up meetings with appropriate legislative reps. Emphasize loss of stimulus funds; Medicaid admin budget being cut; need for legislature to untie the hands of Medicaid. (At what point, if ever, do we bring in MHA?): *CL, LS, CW, AK, PM*

*Mental Health: Staff to meet with appropriate legislators. Emphasize how MS institutionalizes too many individuals; the need for increased home and community based care: *AK, LS, CW, CL, PM*

*Advocacy Groups – who supports increased home and community based care? Who supports co ordinated care? Need to meet with MSMA.

*Health Insurance Exchange: If needed, meet with supporters from the past (MCPP, NFIB, Realtors, Pro-Lifers). Potentially include legislative insurance chairmen: *CL, CW, LS, PM, AK*

*What will the national movement be at this point? *Marie, Candice*

Publicity

Focus on healthcare; potential good government presser

*First part of week: Roll out video re: Medicaid along with 1-pager to friends list. Distribute letters to the editor.

*Potential mid-week: Press conference (not hosted by our office) with NFIB, MMA, MCPP and any others to voice their support for the Governor's general plan to keep MS out of the red – saying there might be alternatives, but at least he's got a plan. Another focus: This would also serve as a call to action for legislators to come up with another plan if they don't like ours.

*Mid-week: Release video re: open to new ideas/agst raising taxes to correspond with the above press conference.

*Latter part of week: roll out video re: Mental Health along with 1-pager to friends list. Distribute letters to the editor.

*Depending on national movement – send out press release touting creation of a health insurance exchange – compare MS's responses to dealing with healthcare issue to the national response – also tout that healthcare is major issue for small businesses and the exchange would not increase their taxes, unlike what Congress is considering.

*Potential blog-a-thon – set up for a Tuesday night with Governor responding to taxpayers' questions in real-time. (We could also consider a town hall meeting via conference call)

Week of Dec. 21st-25th

Gov is tentatively available Dec. 21

Publicity – take advantage of last push before Christmas

*This will be a slow week because of proximity to Christmas. Gov's schedule appears open on Dec. 21, so we should potentially take advantage of that opportunity as a last major push prior to Christmas. This could be a day for:

*Media blitz – fly around to meet with editorial boards

*Town hall meetings – set up across the state, couple this with editorial board meetings

*Private GOP events – set this up in addition to options listed above. A call to arms for the party faithful

*Arrange to have press conferences across the state with average citizens who support the Governor's proposals

*Roll out video re: prudent usage of rainy day fund and the fact MS cannot rely on one-time monies along with corresponding 1-pager to friends list. Distribute letters to the editor.

*Send press release with Governor's budget principles or a primer on "prudent governing"

Week of December 28th-Jan. 1st

Gov is tentatively available Dec. 29-31

Policy

Focus on tying up loose ends and last push before official start of session

*GHB Conference call and/or meeting with Conservative Coalition, other legislators to re-emphasize the need for solidarity – must pass a responsible budget now. Keep in mind that 2011 is an election year, so make the hard choices now. Can't be business as usual. *Budget/policy/legislative staff*

*Policy/legislative staff to identify bill sponsors for proposals

Publicity

Rehash of major proposals; open to other ideas; time for action is now

*Re-focus on the budget shortfall situation – remind the public and legislators that the shortfall will not allow business as usual actions.

*Maybe MSGOP to sponsor a "prudent budgeting" pledge – i.e., MSGOP chairman challenges Republican lawmakers to sign a pledge to adopt a prudent, responsible budget with limited usage of one-time monies

*Governor to have op-ed in Clarion Ledger for Sunday, January 3